

Pravin Punjabi

P.O. Box 25, Dubai, U.A.E | Mobile (97150) 538 6341 | E-Mail: pravinpunjabi@gmail.com

Professional Profile

Analytically, strategically, operationally and commercially astute '**Senior Event Director**' with a proven track record and twelve years progressive experience covering all aspects of effective, Large Scale Event - project management, planning and operations across **real estate, healthcare, technology, tourism, art, fitness** and **live entertainment** industries. Proven ability to identify and capitalize on market opportunities to drive revenues and capture market share. Wide-ranging experience of leading and managing multiple business-to-business and business-to-consumer events and exhibitions and teams. Budgeting expertise with multi million-dollar P & L responsibility.

Gitex Technology Week * Arab Health Exhibition * Cityscape Dubai. Abu Dhabi. Saudi Arabia * World Art Dubai * Abu Dhabi T10

Key Achievements

- Executed project plan for **Arab Health Exhibition & Congress** and managed an **annual budget of AED 140 M**
- Directed a staff of 6 sales managers for **Gitex Technology Week** to achieve **revenues exceeding AED 90 M**
- Launched large scale real estate exhibition and conferences in Saudi Arabia; **Cityscape** Jeddah and Riyadh
- Conceptualized and curated unique consumer art fair - **World Art Dubai 2016** for **Dubai World Trade Centre**
- Developed and delivered event operations strategy for mega events for **DCT Abu Dhabi and Dubai Tourism**
- Organized **50 + Country Pavilions** with **major Government entities** across various industries and events.

Experience

Dubai Corporation for Tourism and Commerce Marketing (DTCM)

2019 - Present

Executive Producer – Event Operations - Dubai Fitness Challenge (July 2019 – Jan 2020)

Create, manage, deliver and operate a diverse portfolio of fitness touch points and anchor fitness villages, mass fitness events and citywide opportunities and initiatives with Government, Corporate, Education, Fitness, Healthcare, and Hotel Stakeholders that encourage 1.1 Million residents to register and participate in 30 minutes of exercise for 30 days promoting a healthy lifestyle with the goal of making Dubai the most active city in the world.

- **Project Management:** Overseeing 3 Senior Project Managers to plan and execute the 2019 framework, festival budget and complete event operations of 2 Fitness Villages, 4 Mass Events and citywide initiatives across 30 days of the Dubai Fitness Challenge through a cost recovery business model.
- **Stakeholder Management:** Managing 8 stakeholder managers to develop synergies and strategic partnerships, sponsorships, health and wellness driven initiatives and citywide impact across Government, Corporate, Education, Hospitality and healthcare industries.
- **Event Operations:** Overall responsibility to develop and implement operations strategy, concept planning, selection, recruitment and management of experiential agencies to deliver a **Guinness World Record Breaking HIIT** event, the first edition of the **Dubai Run**, Mass Yoga Event and a variety of activations across retail and hotel touch points to attract more than 250,000 participants.
- **Operational Planning and Management:** Development of Operational strategy, Project Plan, Project Charter, Virtual Content Plan, Marketing and Event Operations and Project KPIs with a combined target to engage **1.1 Million residents and registered users** through the Dubai Fitness app and as directed by the Crown Prince's office.

Tourism Sector, Department of Culture and Tourism, Abu Dhabi

2018 - 2019

Events Bureau Project Lead – Mega Event Strategy, Planning and Operations (Jan 2018 – June 2019)

Planning, implementing and activating the departmental strategy, event operations strategy, marketing plan and online strategy and P&L in the promotion of Abu Dhabi as a leading events and travel destination and to ensure that the set targets are achieved. Overall responsibility to develop, secure and maintain major stakeholder relationships and build the mega event market of Abu Dhabi and ensure that strategic and economic benefits are maximized.

- Bidding, Planning and acquiring mega events for Abu Dhabi by delivering innovative and creative investment proposals across global event markets.
- Strategic Operations planning of Mega events such as the Abu Dhabi T10, UFC, Touring Concerts and Live Entertainment Portfolio and management of Abu Dhabi's event stimulus fund and Advantage Abu Dhabi platform.
- Strategic planning and development of Abu Dhabi's event licensing system and Abu Dhabi's event calendar
- Stakeholder management and strategic alignment with all Government stakeholders such as the Abu Dhabi Sports Council, Manarat Al Sadiyaat, Abu Dhabi Cricket, Flash, Miral and the Abu Dhabi Special Olympics to enhance and develop Abu Dhabi's event eco system and travel trade strategy across all government and semi government led events.

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Stukk FZE – Dubai, U.A.E

2016 – 2017

Co- Founder & Chief Operating Officer (September 2016 – November 2017) www.stukk.in

Spearheaded product and business development and launched a technology startup platform designed to disrupt the automotive services, fleet management and roadside assistance market in the Middle East and beyond.

Listed as top 20 start ups to look out for in the U.A.E in Forbes Middle East.

- Developed a robust business model and concept plan with a focus on B2B and B2C product creation, customer journey creation, business cycle management with an initial **valuation of \$ 2.5 M** and a strict timeline to launch and go to market in the U.A.E & U.S.A.
- Designed the sales & pricing strategy, investor and sales pitch deck and an effective marketing & communications plan to position the Stukk brand as an innovator and disruptor in the automotive services market , and represented the brand at major startup and Automotive events globally.
- Lead the sales, business development and operations function of the business with more than **50 key partnerships** established with major technology and automotive companies locally and internationally.

DUBAI WORLD TRADE CENTRE – Dubai, U.A.E

2014 – 2016

Event Director – World Art Dubai (May 2015 – August 2016) www.worldartdubai.com

Conceptualized, curated and successfully delivered region's newest, business to consumer art fair brand with record breaking results, and a unique addition to DWTC's portfolio of events and Dubai's official art season with complete event operations responsibility.

Show Profile: **150 regional and international art galleries * 10 World-class creative event programmes
10,000 visitors * AED 3 Million + artwork sales * 20 new strategic event partners and sponsors**

■ Project Leadership – Event Operations and Planning

- Successfully created and executed an innovative and transformational - event concept plan with collaboration at the heart of the methodology; by developing strategic partnerships across the art industry globally and building close working relationships with decision makers from local government entities including **Dubai Tourism and Dubai Culture**.
- Strategically managed and directed the overall operations, sales and marketing, creative event operations, programming functions with a '**design thinking approach**' and one that **inspires innovation across every function**.
- Composed an effective marketing, communications, PR and media plan with coverage exceeding **AED 8 Million**.
- Developed and executed creative event features and never before seen activations by collaborating with sponsors and partners including **Microsoft, Canon, International Emerging Artist Award, Coya Restaurant, thejamjar, Repton school, Ripe Market** and various influential and creative organizations and industry suppliers to create a unique fusion of art , entertainment and education.
- Conducted monthly department reports and presented event goals, management KPIS, event budget and objectives to the CEO of Dubai World Trade Centre with continued vigor and enthusiasm to deliver excellence and contribute to Dubai's ever-growing event presence.

Head of Sales – Gitex Technology Week (April 2014 – May 2015) www.gitex.com

Directed commercial teams to drive global demand generation resulting in record-breaking revenues across exhibition space and sponsorship sales, conference and visitor tickets sales with a relentless approach to creating new products and revenue streams that meet ever evolving technology industry needs.

Show Profile: **4000 + Exhibitors * 40 Country Pavilions * 13 Technology Sectors * 50,000 SQM Exhibition**

■ Commercial Leadership

- Achieved combined revenues exceeding **AED 90 Million**
- Demonstrated ability to recruit, manage, motivate and build cohesive teams that consistently achieve results. **Overseeing a team of 6 sales managers.**
- Managed and monitored **30 international sales agents, and negotiated large contracts with government groups, trade associations such as Business France and Saudi Export Development** to cater to international pavilion - expansion strategy.

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- Advised and consulted all major technology companies and government entities such as **Ericsson, Saudi Telecom, Panasonic, Smart Dubai, Abu Dhabi Police, Ford, Netapp, DJI & the PMO.**
- Instrumental in creating new industry sectors including a **robotics, drone, and smart city sector** by travelling extensively across Americas, Europe and Asia to acquire major industry bellwethers.

INFORMA EXHIBITIONS - Dubai, U.A.E

2005 - 2014

Event Director – Arab Health Exhibition (May 2012 – January 2014) www.arabhealthonline.com

Spearheading the world's second largest, business-to-business, healthcare exhibition.

Show Profile: **50,000 SQM exhibition * 3400 + exhibitors * 45 country pavilions * 80,000 + participants**

*** 20 Multi track conferences**

■ Project Leadership – Event Operations

- Successfully **mapped event strategy and executed the largest project plan** in the 39-year history of the show for the 2013 edition with a continuing trend for 2014.
- Responsible for forecasting and managing **AED 140 M event budget** with strict adherence to profit and **cost control**.
- Conceptualized and composed **operations plan, activations, programming, communication plan and branding strategy** across range of products and services, across the marketing lifecycle of the show.
- **Implemented innovative initiatives and exciting event features** consistently across project plan including the launch of content specific conferences, special events, onsite promotional activities, VIP lunches, gala dinners, various networking platforms and educational workshops in a cost effective manner.
- Lead **creative and project briefs** with key stakeholders to assess strategic vendors, quality control, operational milestones, and track progress of event and set objectives.
- Advised and consulted all major healthcare companies and government entities such as **GE, Philips, Siemens and Dubai Health Authority** to provide solutions in line with a client's brand profile, communication and marketing strategy, and overall requirements and business objectives.
- Directed sales, marketing, conferences, operations and special event teams toward set goals and priorities with a process and project oriented approach.
- Managed and monitored **40 international sales agents, and negotiated large contracts with government groups** to cater to national pavilion - expansion strategy.

Event Director – Saudi Health Exhibition & Congress (May 2012 – January 2014) www.saudihealthexhibition.com

- Launched and successfully delivered Saudi Health Project Plan in 2013 by capitalizing on existing network and market opportunities under strict deadlines.
- Effectively collaborated with vendors and suppliers, joint venture partners and the (MOH) Ministry of Health - Saudi Arabia to develop a world-class event that caters to the overall objectives of the MOH.
- Designed and introduced event verticals, bespoke demonstration areas, VIP Lunches and a range of special event features with a problem solving approach to achieving objectives with a long term vision.
- Devised a targeted communication strategy by utilizing current technologies and social media tools.

■ Sales Leadership

Natural communicator with expertise in forging solid working relationships with professionals at all levels

- Demonstrated ability to recruit, manage, motivate and build cohesive teams that consistently achieve results. **Overseeing a team of 4 sales managers.**
- Achieved combined **revenues of over \$ 30 M** across Dubai and Saudi projects.
- Developed a range of ideas, and successful products and services to increase incremental revenue.
- Reported weekly sales and revenue forecasts regularly to Managing Director, Group Finance Director and CEO.
- Supervised and contributed significantly to the deployment of a new CRM system – Ungerboeck, for case based reporting, accurate invoicing, forecasting and managing customer relationships to achieve greater results.

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INFORMA EXHIBITIONS - Dubai, U.A.E

Project Manager – Cityscape Exhibitions (October 2010 – May 2012)

www.cityscapeglobal.com

- Launched and project managed the largest B2B - real estate events in Saudi Arabia; Cityscape Jeddah and Cityscape Riyadh to achieve a **Gross Profit margin of 56%** with over **\$ 4 million in combined revenues** and combined **sponsorship sales exceeding \$ 500 K.**
- Brand Development – Excellent ambassador of the Cityscape and Informa brand.
- Collaborated closely with event partners, contractors, major real estate developers and government entities by administering professionalism across every detail of the project life cycle.

Senior Sales Manager – Cityscape Exhibitions (November 2006 – October 2010)

- Consistently met and exceeded annual sales revenue goals, up to **120% above quota year on year** for Cityscape Dubai and Cityscape Abu Dhabi.
- Achieved **100% growth in sponsorship** sales for both events.
- In charge of delivering sponsorship driven special events including the World Architectural Awards, the Cityscape Cocktail party, business breakfasts and golf tournaments.
- Contributed significantly towards content and business development for event launches in emerging markets.

IIR MIDDLE EAST - Dubai, U.A.E

Account Director (August 2005 – October 2006)

- Noted for driving **\$ 1 M in business development** in one year.
- Key player in cultivating relationships with large corporations / Key Accounts.
- Personally conducted needs analysis with prospective clients to identify training needs and formulate appropriate solutions.
- Hired trained and supervised a staff of 6 account managers.

Education

Concordia University. John Molson School of Business
Montreal, Quebec, Canada

2000 – 2004

Bachelor of Commerce (Major: Project Management / Business Analysis; Minor: Marketing Management)

Managing Project Module: Masters Certificate In Project Management (George Washington University)